Objective
This conference will provide intellectual property law practitioners with an in-depth analysis of the legal framework applicable to geographical indications at international and at EU levels as well as on landmark judgments of the ECJ.

Key topics
- International framework of protection for geographical indications
- Protection of geographical indications in the European Union
- Strategies in setting up geographical indications
- Relationship between geographical indications and trade marks
- Practices misleading the consumer and comparative advertising
- EU labelling rules applicable to geographical indications
- Impact of the “Quality package 2010” for geographical indications
- Modification of the Regulation on customs enforcement of IP rights (COM(2011) 285)

Speakers
- Luc Berlottier, Deputy Head of Unit, DG Agriculture, European Commission, Brussels
- Bernard O’Connor, Partner, NCTM O’Connor, Milan/Brussels
- Eric De Gryse, Partner, Simont Braun, Brussels
- Dr Gail Evans, Reader in International Intellectual Property Law, Centre for Commercial Law Studies, Queen Mary University of London
- Benjamin Fontaine, Attorney-at-law, Ernest Gutmann & Yves Plasseraud S.A.S., Alicante
- Imre Gonda, Deputy Head of Trade Mark and Design Department, Hungarian Intellectual Property Office, Budapest
- Irina Kireeva, Lawyer, NCTM O’Connor, Brussels
- Dr Roland Knaak, Head of Unit at the Max Planck Institute for Intellectual Property and Competition Law, Munich
- Christof Pause, Unit agriculture and viticulture, supervision and service management of Rhineland-Palatinate, Trier
- Marie-Paule Rizo, Head of Industrial Designs and Geographical Indications Law, Trademark and Design Law Division, WIPO, Geneva
- Dr Volker Schoene, Loschelder Rechtsanwälte, Bonn
- Olivier Vrins, ALTIUS, Brussels

Who should attend?
Lawyers in private practice, in-house counsel, civil servants and other practitioners of law dealing with geographical indications, trade marks and industrial property.

Languages
English, German (simultaneous interpretation)

Conference venue
ERA Conference Centre, Metzer Allee 4, Trier, Germany
# Thursday, 15 March 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:45</td>
<td>Arrival and registration of participants</td>
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<tr>
<td>09:15</td>
<td><strong>Setting the scene</strong></td>
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</tbody>
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| 09:30 | **LEGAL FRAMEWORK AND IMPLICATIONS IN PRACTICE**
|       | The international legal framework for geographical indications: state of play and future developments  
|       | *Marie-Paule Rizo*  
|       | Discussion |
| 10:15 | The protection of geographical indications in the European Union: lessons learned and way forward  
|       | *Volker Schoene*  
|       | Discussion |
| 11:15 | Coffee break |
| 11:45 | Strategies in setting up geographical indications  
|       | choosing the name, defining the product, outlining specifications, protection through other IP rights, geographical area, creating consortia  
|       | *Bernard O’Connor*  
|       | Discussion |
| 12:15 | Case law on generic names and homonyms  
|       | *Benjamin Fontaine*  
|       | Discussion |
| 13:15 | Lunch |
| 14:30 | **RELATIONSHIP BETWEEN TRADE MARKS AND GEOGRAPHICAL INDICATIONS**
|       | When can a geographical name be registered as a trademark?  
|       | *Gail E. Evans*  
|       | Discussion |
| 15:30 | Coffee break |
| 16:00 | Earlier trade marks versus geographical indications  
|       | *Roland Knaak*  
|       | Discussion |
| 17:00 | Practical recommendations on registering a geographical indication as a collective mark  
|       | *Imre Gonda*  
|       | Discussion |
| 18:00 | End of the first day |
| 20:00 | Dinner |
Friday, 16 March 2012

III. ENFORCEMENT OF RIGHTS

09:00 How to define exploitation of reputation, misuse, imitation, evocation and practices liable to mislead the consumer? 
Eric de Gryse
Discussion

10:00 Impact of recent legislative initiatives and cases from the ECJ in the field of counterfeiting
Olivier Vrins
Discussion

10:45 Coffee break

IV. MARKETING STANDARDS AND CERTIFICATION SCHEMES

11:15 Round table: Compliance with EU rules on labelling of geographical indications:
• Agriculture products
• Wine
Irina Kireeva, Luc Berlottier, Christof Pause
Discussion

12:15 Update on the European Commission’s Quality Package 2010
Luc Berlottier
Discussion

13:15 End of conference

Programme may be subject to amendment
For programme updates and online registration: www.era.int/?122734&en

Contact

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Registration form

GEOGRAPHICAL INDICATIONS IN THE EUROPEAN UNION:
LEGAL FRAMEWORK AND PROTECTION STRATEGIES

Event no.: 212D50/ue Trier, 15-16 March 2012
ERA • Postfach 1640 • D-54206 Trier

I would like to register for the ERA event “Geographical Indications in the European Union” on 15-16 March 2012:

Title Ms Mr Other First name
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Background documentation: I would like online access to the background documentation one week before the event.
Participation certificate: Please provide me with a participation certificate.
Evening programme: I shall attend the function on 15 March 2012 (at no extra charge).

Preferred language:  English  German

Fees (see para. 8 terms & conditions)  Standard  EU & ERA patrons  Young lawyers and other groups
Registration before 15 February 2012  € 711.00  € 426.60  € 533.25
Registration after 15 February 2012  € 790.00  € 474.00  € 592.50

Method of payment

Credit card number: Expiry:

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Travel  Accommodation at special ERA rates
Shuttle services from the airports of Luxembourg (30 minutes) and Frankfurt Hahn (50 minutes) to the ERA Conference Centre can be booked at special rates at: www.taxi-franken.de/era
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Contact the hotel directly to make your reservation (see para. 16 terms and conditions).
Please indicate the event that you will attend.

I confirm my registration and accept the general terms and conditions (www.era.int/legalnotice).

Place, Date Signature